

# Construction and Research on Long-Term Effective Mechanism of Employment Quality Evaluation in Higher Vocational Colleges

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## ABSTRACT

Employment quality evaluation is an important part of the employment work of higher vocational colleges. Employment evaluation not only reflects the quantity and quality of student employment, but is also the implementation and feedback of talent training programs in higher vocational colleges. The evaluation of employment quality is not simply an evaluation of "quality" and "quantity". The author believes that the evaluation of employment quality should be combined with a hard index system and a soft index system to form a long-term evaluation mechanism. The article first determines the goal of employment quality research, and builds an analysis framework for employment quality through the collection, sorting and analysis of employment information of graduates, combined with the employment situation, employment environment, and employment dynamics, thus improving the hard index system and soft index system of students' employment quality in higher vocational colleges to make employment evaluation work be implemented, developed and improved effectively in the long term.

**Keywords:** higher vocational colleges, employment quality evaluation, long-term mechanism

## I. INTRODUCTION

The employment evaluation of graduates of higher vocational colleges can reflect the education, teaching and management level of a higher vocational college. The scientific construction of the graduate employment evaluation index system is not only the basis for the society to evaluate the comprehensive strength and running level of colleges and universities, but also an important basis for the direction of school running, teaching construction, and enrollment and employment.

## II. REVIEW OF CHINESE AND FOREIGN RESEARCH

### A. Review of foreign research

Foreign research on employment quality originated from labor economics and happiness economics theories. Classical economics believes that the quality of employment of laborers can be measured by salary. A similar theory, happiness economics, believes that based on a certain income threshold, laborers seem to pay more attention to the level of income rather than its absolute value. Therefore, Western countries usually use indicators such as workers' career philosophy, labor market transformation and employment security to

measure the quality of employment. From the "quality of work" in the United States to the "decent work" of the ILO (International Labour Organization) and the "quality of work" in the European Union, to the recent "high-quality employment", with the deepening of research, the employment quality evaluation system has been continuously improved. However, these work quality evaluation indicators are not completely suitable for evaluating the employment quality of Chinese university graduates. First of all, conceptually speaking, quality of work broadly includes macroeconomic performance and productivity (Laeken Index) and other content such as employment quality, work environment, work safety, labor security, labor productivity growth and total output, etc. Secondly, the employment quality system of European and American countries is greatly affected by the internal environment of each country. For countries with different national conditions, the scientific nature of the reference value is controversial. Thirdly, no matter which indicator system is more or less, there are some deficiencies. For example, the famous Laeken Index has some prominent shortcomings: There are many variables that cannot be measured or directly measured related to the quality of work; The Laeken Index misses the salient indicator of wages, which only includes labor productivity and is not directly related to wages.

### *B. Review of Chinese research*

The industry in my country has conducted some discussions on the evaluation indicators of the employment quality of college graduates. The earlier result should be the evaluation and index system of the employment quality of college graduates constructed by Professor Liu Suhua of Hebei Normal University. "Liu Index" is mainly based on the theory of labor economics and evaluates the employment quality of college students from four first-level indicators such as employment conditions, working environment, labor relations, and social security. Its characteristic is to highlight the labor satisfaction index, the advantages are to emphasize a series of guarantees for laborers to obtain a happy life through work, and to emphasize the equality, dialogue and respect of laborers. However, the shortcomings of this index are also obvious. First, the evaluation index reflects the satisfaction of workers and ignores the relevant elements of objective evaluation of employment quality. Second, the indicator system is an employment quality indicator system, not an indicator system specifically designed for university graduates. Its coverage should include corporate satisfaction, social satisfaction, and personal satisfaction. Third, the evaluation indicators focus on quantitative indicators, such as working hours, labor remuneration, and insurance content. The subjective evaluation system is not complete.

## **III. THE SIGNIFICANCE OF RESEARCH ON THE EMPLOYMENT QUALITY EVALUATION SYSTEM OF VOCATIONAL COLLEGE STUDENTS**

### *A. Improving the employment quality evaluation system of vocational college students*

Taking the automobile major of higher vocational colleges as an example, by constructing a hard index evaluation system and a soft index evaluation system for students' employment quality, it explored a set of long-term evaluation mechanism with coordinated and unified subjective and objective indexes, so that the evaluation of employment quality in higher vocational colleges can be found and evidenced.

### *B. Promoting the implementation and improvement of talent training programs in higher vocational colleges through employment evaluation*

The revision of the talent training program of higher vocational colleges needs to refer to information such as the employment quality of graduates, the employer's assessment of students' abilities, and students' feedback on their own knowledge structure and vocational skills. Through the establishment of a long-term mechanism for the evaluation of employment quality of students in higher vocational colleges, the talent training program can be revised in terms of content based on the

evaluation report of student employment quality. According to the needs of students for their own positions and the needs of employers for graduates, the content needs to be revised to promote the improvement of the talent training program.

### *C. Establishing a long-term communication and feedback mechanism between schools and employers*

The ultimate goal of vocational colleges for student training should be to deliver outstanding graduates with strong professional knowledge and high professional skills to employers. The school establishes a school-enterprise relationship with the employing cooperative unit, and can obtain first-hand information on the work situation of graduates from the employing unit, so as to improve the relevant information on the employment evaluation of the graduates. At the same time, by analyzing and researching the feedback information of employers, the school can promptly convey the employment needs of the company to recent graduates and help students grasp employment trends.

### *D. Improving the education goals for lifelong training of students*

An important part of establishing a long-term mechanism for student employment evaluation is to establish graduate employment files. Instructors and teachers can learn about graduates' employment, secondary career selection and entrepreneurship in a timely manner, and rely on the completion of employment files to grasp the dynamics of students' work, employment psychology and entrepreneurial needs. When necessary, they can provide psychological counseling and employment guidance to students, so as to realize the goal of cultivating students for life in higher vocational colleges.

## **IV. RESEARCH ON THE GOAL AND CONTENT OF EMPLOYMENT QUALITY OF STUDENTS IN HIGHER VOCATIONAL COLLEGES**

### *A. Research goals of employment quality*

1) *Constructing a hard index system for the employment quality of students in higher vocational colleges:* The hard indicator system is a key indicator to measure the quality of employment. In 1999, the Ministry of Education first proposed statistical data on the employment rate. Since then, the employment rate has become the goal pursued by colleges and universities. However, the employment rate figures are too simple to objectively reflect the employment quality and employment status of students. It is of great significance to construct a scientific and objective hard indicator system for employment quality.

2) *Constructing a soft index system for students' employment quality in higher vocational colleges:* At present, the construction of the connotation of employment work in colleges and universities is in the critical stage. The national network monitoring platform for the employment quality of college graduates was also officially launched on September 1, 2011. It explores in terms of wages and benefits, working environment and workplace, and based on the existing research results, it is imperative to improve the subjective evaluation system of employment quality.

3) *Establishing a long-term mechanism for employment quality evaluation that harmonizes subjective and objective indicators:* The Central Economic Conference held on December 10-12, 2019 pointed out that it is necessary to stabilize the total employment, improve the employment structure, and enhance the quality of employment. The ultimate goal of improving the employment quality of college graduates is to improve social cohesion and promote the effective development of social economy. In other words, the evaluation of employment quality of college and university graduates involves not only graduates and employers, but also socio-economic development and sustainable development of colleges and universities. At present, the analysis of domestic employment quality is mainly carried out from the perspective of graduates, employers and social value. There are problems such as insufficient evaluation standards and single subject of employment quality research. The author believes that it is possible to combine the existing research foundation to build a long-term mechanism for the evaluation of employment quality with coordinated subjective and objective indicators, so as to scientifically, comprehensively and objectively reflect the employment status of college and university graduates.

#### *B. Analysis framework of employment quality*

1) *Data collection:* It is planned to collect employment information of graduates in the past three years through questionnaire surveys, business visits and graduate return visits. Taking the automobile profession as an example, with the vigorous development of my

country's automobile manufacturing industry, the automobile graduates of higher vocational colleges are mostly distributed in the three eastern provinces and areas with developed automobile industry in the South. Student employment positions cover a wide range, and many are engaged in automobile manufacturing, automobile sales, automobile maintenance and other automobile services. The collection of student employment information can be done through questionnaires, telephone interviews, etc. At present, with the in-depth development of school-enterprise cooperation, and the close contact maintained by schools and employment and internship units, on duty job information about graduates can be collected by issuing questionnaires and company site visits.

2) *Data analysis and summary:* Through the analysis of graduate employment data and corporate feedback information, the author believes that a complete set of employment evaluation model can be constructed. ("Fig. 1")

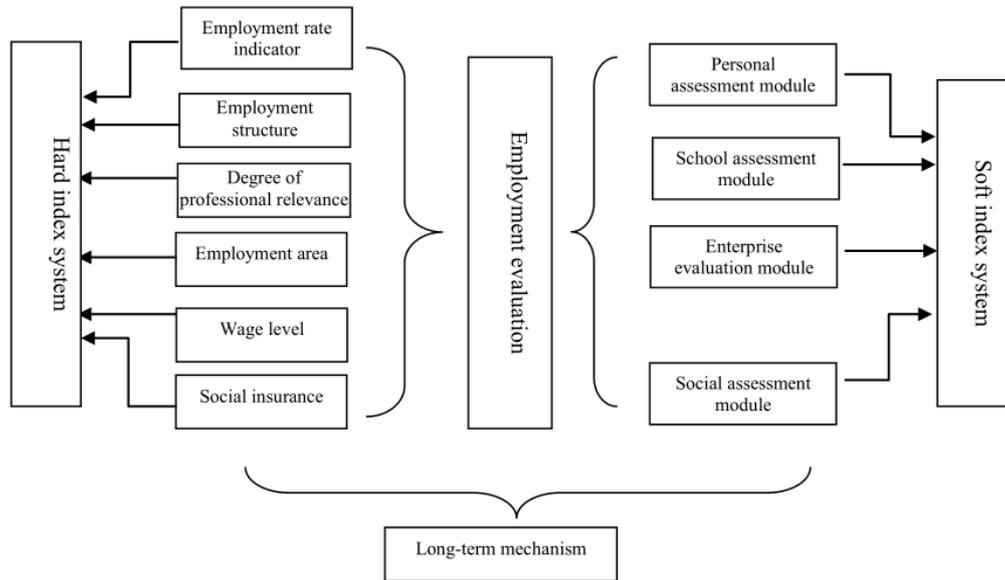


Fig. 1. Employment evaluation model.

C. Research content of employment quality

1) *The disadvantages of the current employment quality assessment of students in higher vocational colleges*

a) *Employment evaluation focuses on "quantity" rather than "quality":* With the rapid economic development, the employment direction and employment structure of graduates from higher vocational colleges are changing. It is impossible to correctly evaluate the employment quality of graduates from the employment rate figures alone. At present, the analysis of graduates in major vocational colleges still relies on the simple figure of employment rate, and the assessment of employment quality is not detailed and perfect. The 18th National Congress of the Communist Party of China proposed to "promote the realization of higher-quality employment" and pointed out the direction for employment evaluation. Employment evaluation should not just focus on "quantity" but ignore "quality."

b) *The employment quality evaluation index system is not complete:* Under the new situation, higher vocational colleges have begun to pay more attention to the evaluation of employment quality. However, simply listing factors such as employment rate, employment structure, and employment unit recognition cannot truly and effectively reflect the employment quality of graduates. At present, the focus of employment evaluation should be the formation of a complete hard and soft index system for employment evaluation.

c) *No long-term mechanism for student employment evaluation has been formed:* Through research, the author found that the current employment evaluation of students in major vocational colleges mostly relies on the relevant indicators of the student's one-time employment rate. However, based on the author's experience in employment for many years, graduates have frequent job changes within three years, so it is not objective to measure the quality of employment of students only through one employment rate. Schools should establish employment files for graduates, and at least grasp the employment information of graduates in the past three years, so that the employment evaluation work can proceed smoothly. Therefore, it is imperative to establish a long-term mechanism for student employment evaluation.

2) *Construction of a hard index system for the employment quality of students in higher vocational colleges:* According to the analysis of objective employment information, the employment quality evaluation hard indicator system consists of the following modules: employment rate indicators, employment structure, professional relevance, employment area, wage level, and social insurance. The specific indicators are shown in the following "Table I":

TABLE I. SPECIFIC INDICATORS OF HARD INDEX SYSTEM

Hard index system	Detailed indicators
<i>Employment rate index</i>	1. Primary employment rate indicator 2. Secondary employment rate 3. Entrepreneurship indicator
<i>Employment structure</i>	1. Processing and manufacturing 2. Sales 3. After-sales service 4. Other
<i>Degree of professional relevance</i>	1. Corresponding employment 2. Non-corresponding employment
<i>Employment area</i>	1. Northeast Industrial Zone 2. Beijing-Tianjin-Hebei area 3. Yangtze River Delta 4. Southern economically developed area 5. Pearl River Delta
<i>Wage level</i>	1. 3000-5000 2. 5000-7000 3. 7000-9000 4. more than 9000
<i>Social insurance</i>	1. Pension insurance 2. Medical insurance 3. Work injury insurance 4. Unemployment insurance 5. Maternity insurance

3) *Construction of the soft index system of employment quality for students in higher vocational colleges:* From the perspective of employment quality evaluation standards, there must be both rigid standards reflected by objective data and flexible indicators that

reflect individual values and corporate satisfaction. The soft index system consists of personal satisfaction, school satisfaction, enterprise satisfaction and social satisfaction. The specific indicators are as follows: ("Table II")

TABLE II. SPECIFIC INDICATORS OF SOFT INDEX SYSTEM

Soft index system	Detailed indicators
<i>Personal satisfaction</i>	1. Working environment 2. Wage income 3. Development space 4. Social welfare 5. Career prospects
<i>School satisfaction</i>	1. Completion degree of talent training program 2. Primary employment 3. Self-employment rate
<i>Enterprise satisfaction</i>	1. Mastery of professional knowledge 2. Being able to bear hardships and stand hard work 3. A sense of belonging to the company
<i>Social contentment</i>	1. Embodiment of personal value 2. Personal honor

4) *Constructing a long-term mechanism for employment quality evaluation with coordinated and unified subjective and objective indicators:* The construction of the employment index system enables universities to have a basis for the investigation of graduates' employment quality, and the improvement of employment information enables the school to grasp the employment dynamics and quality of employment after graduation. The improvement of the quality of colleges and universities can be achieved by collecting relevant employment information of graduates, and adjusting the relevant content of the talent training plan based on students' satisfaction with professional studies and the company's satisfaction with graduates, so as to make the school's talent training goals clearer and deliver outstanding graduates who can create value for the enterprise.

**V. RESEARCH DIFFICULTIES AND INNOVATIONS**

*A. Research difficulties*

1) *Data collection and analysis:* This research is based on the employment quality of graduates. The mastery of employment information and employment

quality of graduates requires the issuance and recovery of a large number of questionnaires, which makes data collection and analysis difficult.

2) *Construction of the index system:* The construction of the index system needs to reflect the objective elements of employment quality, but also consider aspects such as personal value, corporate needs and social recognition. How to achieve a comprehensive and comprehensive indicator system that not only reflects the employment quality of graduates, but also has the foresight of guiding employment, will bring certain difficulties to the construction of a long-term mechanism.

*B. Innovations*

The hard index evaluation system and soft index evaluation system of student employment quality proposed in this study will make the employment quality evaluation work more specific and complete, and can form an employment quality analysis report with a coordinated and unified subjective and objective evaluation criteria to bring summative and forward-looking guidance to the school's employment work.

This study intends to build a long-term mechanism for student employment quality evaluation that is subjectively and objectively coordinated. The quality

system is not static. So it is necessary to build a long-term mechanism is conducive to continuous improvement of the relevant content in the employment evaluation system, so that the employment quality system can advance with the times.

## VI. CONCLUSION

The construction of the employment quality evaluation system does not accomplish in an action, and the work of employment evaluation does not happen overnight. Employment quality evaluation should not only reflect the current status of employment in colleges and universities, but also have a guiding significance for employment. This requires the establishment of a long-term mechanism for long-term investigation of employment status in order to improve the employment evaluation system.

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